

1 (1) said computer for processing; and
2 (2) said output device for delivery to a user;
3 (c) detecting said one or more control signals in said broadcast or cablecast
4 information transmission and passing said detected one or more control signals to said
5 computer; and
6 (d) controlling said computer based on said one or more control signals, said
7 step of controlling comprising:
8 (1) generating a receiver specific value by processing
9 information that is stored in said computer;
10 (2) generating a receiver specific signal based on said receiver
11 specific computer generated value; and
12 (3) communicating a unit of programming to said output device
13 based on said generated receiver specific signal; and
14 (e) delivering at said output device a simultaneous or sequential presentation
15 of two or more of units of programming, said two or more units of programming
16 including said communicated unit of programming and at least one of said received
17 and selected one or more units of programming.

18 4. The method of claim 3, wherein said generated receiver specific signal is a
19 *same* control signal, said method further comprising the steps of:
20 communicating said control signal to a selective transmission device; and
21 controlling said selective transmission device to select said received one or more
22 units of programming.

1 5. The method of claim 3, wherein said generated receiver specific signal is a
2 programming signal, said method further comprising the step of placing one or more
3 data for output at a memory location that outputs to said output device.

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B2 5 6. A method of delivering a receiver specific program at at least one of a
6 plurality of receiver stations, each of said plurality of receiver stations having a
7 computer and an output device, comprising the steps of:

7 (1) receiving said control signal; NA

8 (2) receiving a second control signal which operates at a transmitter station to
9 communicate said control signal to a transmitter; and

B1 cont 10 (2) transmitting said control signal, said control signal effective at said at least
11 one of a plurality of receiver stations to control said computer to generate a receiver
12 specific value by processing information stored in said computer, generate a receiver
13 specific signal based on said receiver specific value, and communicate a unit of
14 programming to said output device based on said receiver specific signal.

15 7. A method of delivering a receiver specific program at at least one of a
16 plurality of receiver stations, each of said plurality of receiver stations having a
17 computer and an output device, comprising the steps of:

18 (1) receiving and storing said control signal; and NA

19 (2) causing said control signal to be communicated to a transmitter at a
20 specific time, thereby to transmit said control signal, said control signal effective at said
21 at least one of a plurality of receiver stations to control said computer to generate a
22 receiver specific value by processing information stored in said computer, generate a